

Message Text

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ACTION EUR-12

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FM AMEMBASSY STOCKHOLM

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AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 814

FOR BIC/OIM

E.O. 11652: NA

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: "LEISURE TIME" EXHIBITION

REF: STOCKHOLM TELS: 721 FEB. 12, 1975; 762 FEB. 16, 1975.

1. "LEISURE TIME" EXHIBITION.
 2. U.S. TRADE CENTER FOR SCANDINAVIA (STOCKHOLM), FEBRUARY 10-14, 1975.
 3. 20 (NTE 5; NTM 9; OTM 6)
 4. IMMEDIATE SALES: \$59,765
TWELVE MONTH PROJECTED SALES: \$4,956,000
TOTAL: \$5,015,765
 5. A) NTE/NTM SALES: \$39,315
NTE/NTM PROJECTED SALES: \$4,436,000
B) OTM SALES: \$20,450
OTM PROJECTED SALES: \$520,000
 6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 16 (13 PRESENT AT EXHIBITION)
 7. NUMBER OF REPRESENTATIVES APPOINTED DURING EXHIBITION: 13
 8. NUMBER OF REPRESENTATION (LICENSING) AGREEMENTS UNDER NEGOTIATION AT CLOSE OF EXHIBITION AND EXPECTED WITHIN NEXT
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12 MONTHS: 38 (PLUS 2 LICENSING)

9. REGISTERED VISITORS TO THE EXHIBITION: 955 (HAND COUNT 995)

10. SUCCESS STORIES:

A) BERTIL HOLMGREN, REPRESENTING CHAMPION PRODUCTS INC(OTM) WHO SHOWED CASUAL AND ATHLETIC SPORTSWEAR REPORTED IMMEDIATE SALES OF \$20,000 AND PROJECTS \$170,000 IN ADDITIONAL FIRST YEAR BUSINESS. HE EXPECTS TO APPOINT AN AGENT IN FINLAND. HOLMGREN REPORTED: THIS WAS AN "EXCELLENT OPPORTUNITY TO SEE BUYERS. PERFECT FACILITIES LENDING PRESTIGE TO THE SELLERS. GOOD SERVICES FROM THE TRADE CENTER AND STAFF. THE EXPERIENCE WAS VERY POSITIVE." (CLEARED FOR PUBLICATION)

B) MR. ROBERT BERGHASH, PRESIDENT, SHIELD MANUFACTURING CO., (NTE) PROJECTS FIRST YEAR SALES AT \$45,000, APPOINTED TWO REPRESENTATIVES, AND AT THE CLOSE OF THE SHOW WAS NEGOTIATING WITH TWO ADDITIONAL REPRESENTATIVES. SHOWING ICE AND INDOOR SCHOOL HOCKEY EQUIPMENT AND RELATED PROTECTIVE DEVICES, MR. BERGHASH COMMENTED: "WE MADE CONTACTS WITH SCHOOL OFFICIALS, THE ICE HOCKEY ASSOCIATION, AND DENTAL OFFICIALS. ALL OF THESE ARE MOST IMPORTANT IN PROMOTING OUR TYPE OF PRODUCTS, ESPECIALLY AT THE BEGINNING". (CLEARED FOR PUBLICATION)

C) MR. JERRY MARTIN, THE JERRY MARTIN COMPANY, (NTE) AN OTM REPRESENTING TWO BOAT BUILDERS AND MARINE ACCESSORY MANUFACTURERS USED THE EXHIBITION TO "TEST THE MARKET". MARTIN REPORTED SALES IN THE FIRST YEAR AT AN ESTIMATED \$150,000. HE COMMENTED: "THE FINAL RESULTS DEPEND UPON PRICE ANALYSIS TO BE DONE SOON WITH THE (34) LEADS DEVELOPED. THE SHOW WAS SUCCESSFUL FOR ME IN THE GOALS WE HAD PREVIOUSLY ADOPTED FOR IT. NOW WE HAVE THE DIRECTION WE WERE SEEKING". (CLEARED FOR PUBLICATION)

D) MR. R.D. STEENSEN, EXEC. VICE PRESIDENT, RECREATIONAL INDUSTRIES (NTE) WHO DISPLAYED A CUSTOMIZED GM TRUCK CAMPER (MOTOR HOME) REPORTED INITIAL SALES OF \$25,000 AND PROJECTS HIS FIRST YEAR SCANDINAVIAN SALES AT \$1,250,000. STEENSEN SIGNED ONE AGENT AND WAS NEGOTIATING AT THE CLOSE OF THE EXHIBITION WITH THREE OTHERS. HE REPORTED. "THE ACCEPTANCE OF OUR PRODUCT WAS BETTER THAN EXPECTED. THERE OBVIOUSLY IS A FAIR MARKET FOR MOTOR HOMES IN SCANDINAVIA". (CLEARED FOR PUBLICATION)

E) MR. D.A.S. DAVIS, SYLVAN POOLS (NTM) SHOWING SINGLE SWIMMING POOLS, WAS NEGOTIATING WITH THREE POTENTIAL REPRESENTATIVES AT THE CLOSE OF THE EXHIBITION AND PROJECTS \$155,000 IN FIRST YEAR BUSINESS. HE NOTED "THE SHOW PROVED USEFUL IN MAKING GENERAL CONTACTS, SOME OF WHICH MAY BE OF HELP IN ESTABLISHING THE SYLVAN UNCLASSIFIED

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DISTRIBUTION IN SCANDINAVIA."

11. TRADE CENTER COMMENT AND EVALUATION: THE STATISTICS REPORTED ABOVE ARE INCOMPLETE. TWO PARTICIPATING COMPANIES: STRETCH FORMING AND TROJAN POOLS WERE INADEQUATELY REPRESENTED AT THEIR BOOTHS BY CONTRACT HIRE CLERKS EMPLOYED ONLY TO COLLECT AND REPORT INQUIRIES FOR POSSIBLE AGENCIES AND FOR SALES LEADS BY PRIOR ARRANGEMENT WITH OIM. NO VALID PROJECTIONS OR REPORTS ARE POSSIBLE FROM THESE TWO COMPANIES ALTHOUGH

STRETCH FORMING WILL BE FORWARDED SALES LEADS VALUED AT \$4,000.
ONE ADDITIONAL COMPANY (CAVINNESS) WAS UNREPRESENTED IN HIS BOOTH
AFTER THE FIRST TWO DAYS OF THE EXHIBITION. THE CAVINESS CASE
IS THE SUBJECT OF THE REFERENCED CABLES. CAVINESS, BASED ON IN-
COMPLETE INFORMATION, PROJECTS SALES OF \$120,000, BUT REPORTS NO
IMMEDIATE SALES. THE STC KNOWS OF SEVERAL MAJOR SALES CONSUMMATED
ON THE FLOOR WHICH ARE NOT INCLUDED IN THIS COMPANY REPORT. WE
ARE FORWARDING THE PARTIALLY COMPLETED DIB 411 REPORT FORM FOR
CAVINNESS FOR UPDATING AND FINAL DETAILS TO BE COMPLETED BY THE
PARENT ORGANIZATION AND OIM.
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